

S P E C T R E

Ultimate Estate Agent Social Media Handbook.

Chapters.

1 | Introduction To Social
Media For Estate Agents.

4 | Best Practices
For Posting.

2 | Getting Started With
Social Media.

5 | Advanced Strategies
For Estate Agents.

3 | Content Strategy
And Types.

Chapter 1

Introduction To Social Media For Estate Agents.

What you'll learn:

- ✓ The Importance Of Social Media In The Estate Agency Industry.
- ✓ Setting Realistic Goals And Expectations.
- ✓ Understanding Your Audience: Who Are You Talking To?
- ✓ An Overview Of Major Social Media Platforms.

The Importance Of Social Media In The Estate Agency Industry.

Social media is not just a tool; it's a necessity.

The estate agency industry thrives on relationships, and social media allows you to nurture these relationships at scale. From promoting new listings to sharing market insights, the platforms you choose to engage on will help you stay top of mind with potential buyers, sellers, and investors.

Your competitors are already out there, so having a well-thought-out social media strategy is crucial to staying ahead.

Essentially, social media is your digital shop window, open 24/7 to the world. It's where potential vendors will first encounter you, and it's where you can make a lasting impression during their decision making journey.

Setting Realistic Goals And Expectations.

Before diving headfirst into social media, it's essential to set clear, realistic goals. What are you hoping to achieve? Are you looking to increase brand awareness, generate instructions, or perhaps drive traffic to your website to collect email addresses? Each of these objectives requires a different approach and strategy.

Start by defining your primary goals.



Brand awareness:

Growing your followers, increasing post reach, and getting your name recognised in the market you operate in.



Lead generation:

Capturing contact information from potential buyers or vendors through targeted ads or engaging content.



Vendor engagement:

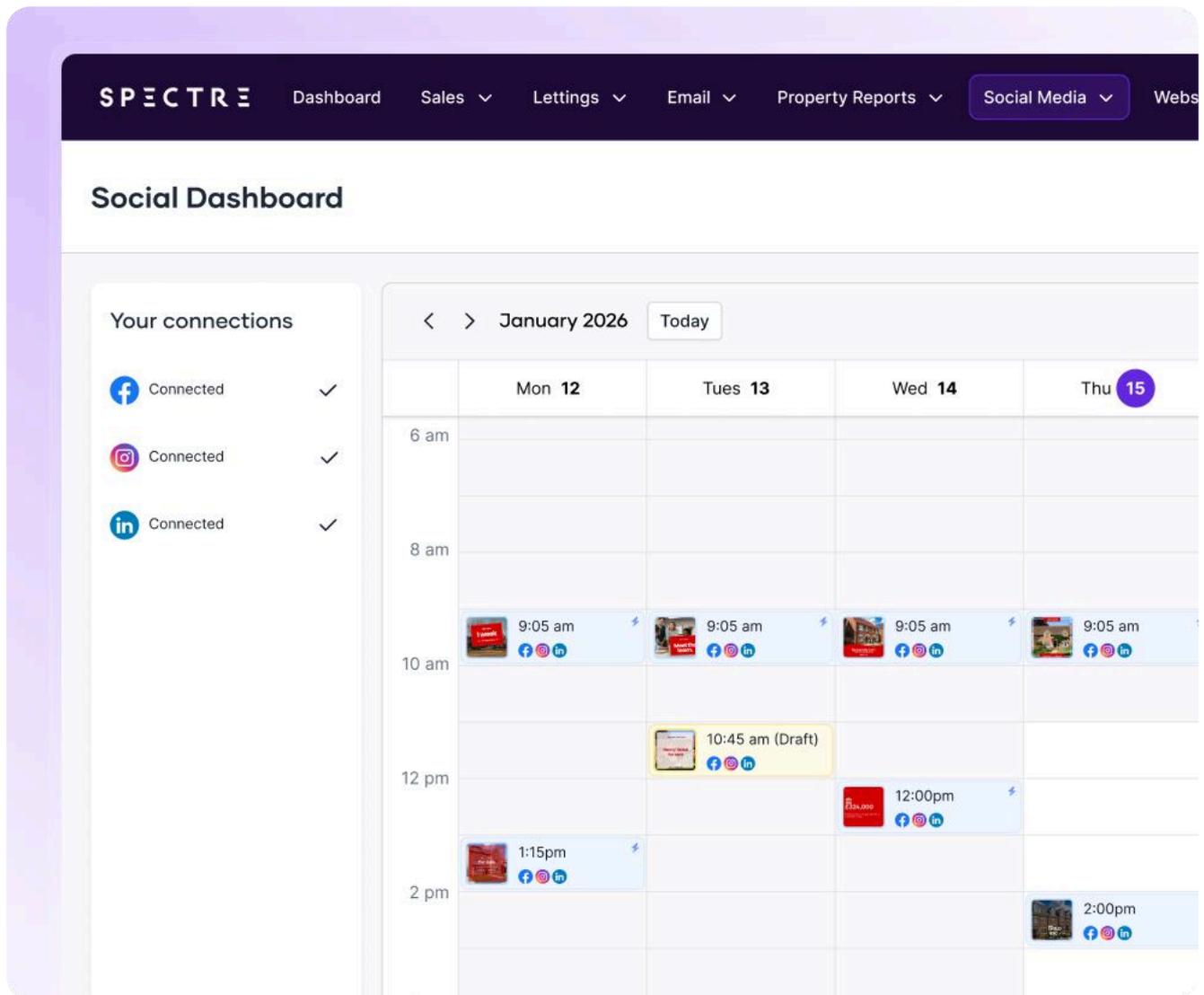
Building relationships with current and past vendors, encouraging word-of-mouth referrals, and fostering a community around your brand.

Once your goals are clear, consider the resources at your disposal—time, budget, team capacity and tools.

Social media success doesn't happen overnight, and it's important to be patient and persistent. Set short-term milestones that will help you track progress and adjust your strategy as needed.

 **A tip to remember.**

Consistency is key. A steady, well-executed plan will yield better results than sporadic, unfocused efforts.



The screenshot displays the SPECTRE Social Dashboard. The top navigation bar includes 'SPECTRE', 'Dashboard', 'Sales', 'Lettings', 'Email', 'Property Reports', 'Social Media', and 'Webs'. The main heading is 'Social Dashboard'. On the left, 'Your connections' lists Facebook, Instagram, and LinkedIn, all marked as 'Connected'. The central calendar view shows a grid for January 2026, with the current date 'Today' highlighted. The calendar shows posts scheduled for Monday 12th, Tuesday 13th, Wednesday 14th, and Thursday 15th. Posts are scheduled at 9:05 am, 1:15 pm, and 2:00 pm on Monday 12th; 9:05 am and 10:45 am (Draft) on Tuesday 13th; 9:05 am and 12:00 pm on Wednesday 14th; and 9:05 am on Thursday 15th. Each post entry includes a thumbnail image and social media sharing icons for Facebook, Instagram, and LinkedIn.

Understanding Your Audience: Who Are You Talking To?

Knowing your audience is the cornerstone of any successful social media strategy. As an estate agent, your audience is likely diverse, ranging from first-time homebuyers to upsizers, downsizers and even seasoned investors. Understanding who they are, what they care about, and how they interact online will help you tailor your content effectively.

Start by creating personas.

(Detailed profiles that represent your ideal vendors)



Demographics:

Age, gender, income level, and location.



Psychographics:

Interests, hobbies, values, and lifestyle choices.



Needs and pain points:

What challenges do they face in the property market? What solutions can you offer?

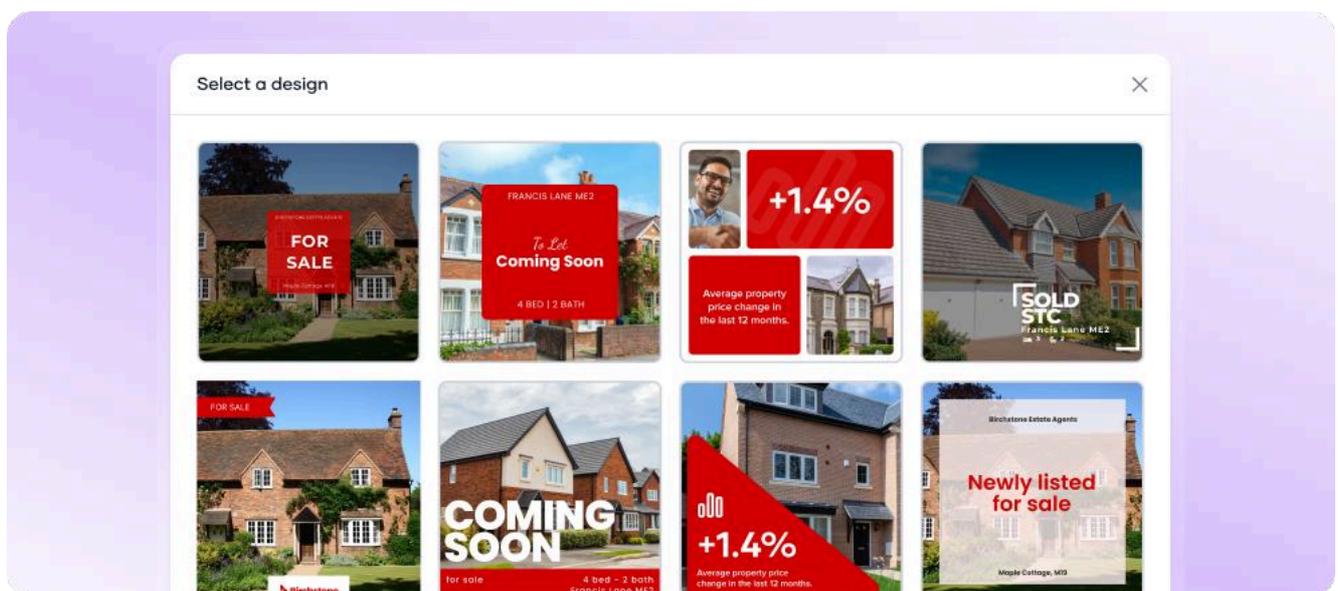
For instance, a first-time homebuyer might be more interested in educational content explaining the buying process, while an investor may look for detailed market analysis and property performance data.

Tailoring your messaging to these different personas ensures that your content resonates with the right people.

Furthermore, don't forget to engage with your audience. Social media is a two-way street, and responding to comments, messages, and reviews can significantly enhance your relationships.

A tip to remember.

Listening to your audience's feedback and adapting your strategy accordingly can lead to deeper market connections and a more loyal following.



An Overview Of Major Social Media Platforms.

Now that we've covered the importance of social media and how to set your goals, it's time to explore the platforms at your disposal. Not all social media channels are created equal, and each has its unique strengths and audience.

Here's a quick overview of the major platforms that estate agents should consider:

Facebook

With over 2.8 billion monthly active users, Facebook is a powerhouse for reaching a broad audience. Facebook also offers features like Groups, which can be valuable for local community engagement and listing promotions.

Instagram

Known for its visually-driven content, Instagram is ideal for showcasing properties through high-quality photos and videos.

Features like Stories and Reels allow for creative ways to engage with your audience. Instagram is particularly popular among younger demographics and can help you build a strong brand presence.

LinkedIn

A professional networking platform that's ideal for building credibility, sharing market insights, and connecting with other professionals, such as portfolio landlords, high-net-worth individuals, developers, and local business owners or potential referral partners. It's particularly effective for thought leadership content, company updates, and demonstrating expertise in your local property market.

Each of these platforms has its own unique set of tools and audiences, so it's important to choose platforms that align best with your goals and audience.

You don't need to be active on every platform - focus on where your potential vendors are ***most likely to be***.

The screenshot shows the SPECTRE Social Media interface. At the top, there is a navigation bar with the SPECTRE logo and menu items: Dashboard, Sales, Lettings, Email, Property Reports, and Social Media. Below this, the 'Create a post' form is visible. It includes a 'Post to' section with three selected social media accounts: Facebook (Birchstone Manchester), Instagram (Birchstone_sales), and LinkedIn (Birchstone_sales). The 'Property' section shows a house image, the status 'For sale', and the address 'Ballybrookdown Avenue, Manchester, M45'. The 'Content' section has a 'Sync content' toggle and three tabs: Facebook, Instagram, and LinkedIn. The content text reads: 'What could you do with a separate, self-contained annexe? 🤔 This property offers an incredible, rare feature: a detached annexe complete with its own lounge, kitchen, bathroom, and bed space.' Below the text is a bulleted list: 'Multi-generational living: Keep loved ones close while giving them their own independence.', 'A private workspace: The ultimate home office, separate from the main house.', 'Guest accommodation: Give friends and family their own private retreat when they visit.', and 'Rental potential: Generate an additional income stream (subject to consents)'. At the bottom of the content area are icons for emojis, hashtags, attachments, and images.

Chapter 2

Getting Started With Social Media.

What you'll learn:

- ✓ Setting Up Your Social Media Profiles.
- ✓ The Perfect Facebook Profile.
- ✓ The Perfect Facebook Post.
- ✓ The Perfect Instagram Profile.
- ✓ The Perfect Instagram Post.
- ✓ The Perfect LinkedIn Profile.
- ✓ The Perfect LinkedIn Post.
- ✓ Building Your Brand Identity Online.
- ✓ Creating A Social Media Content Calendar.

Setting Up Your Social Media Profiles.

Before you can begin posting, it's essential to ensure that your social media profiles on Facebook and Instagram are set up correctly. These profiles represent your online identity, so it's important they look professional and are optimised for your audience.

Facebook

Choosing the right page name

Your Facebook page name should clearly reflect your business. It could be as simple as your agency's name or something more descriptive like "Birchstone Estate Agents - London."

Profile and cover images

Your profile picture will often be your logo, ensuring consistency across your branding. For the cover photo, use a high-quality image that represents your business—perhaps a striking property you've sold or a collage of satisfied vendors. The cover photo is prime real estate for promoting new listings or highlighting your services.

Crafting a professional bio

Your "About" section should concisely convey who you are, what you do, and why someone should choose your agency. Include keywords related to estate agency and your local area to improve searchability. Don't forget to add contact details, your website, and operating hours.

Call to Action (CTA) buttons

Facebook allows you to add CTA buttons like "Contact Us," "Book Now," or "Sign Up." Choose a CTA that aligns with your goals—whether it's generating leads or encouraging potential vendors to get in touch.

Instagram

Username and handle

Your Instagram handle should be easy to remember and as close to your business name as possible; ideally the same as your other profiles for brand consistency. This makes it easy for users to find and tag you.

Profile photo

Just like on Facebook, your profile photo should be your logo to ensure consistency and brand familiarity. Since Instagram profile photos are small, make sure your logo is clear and recognisable even at a reduced size.

Bio

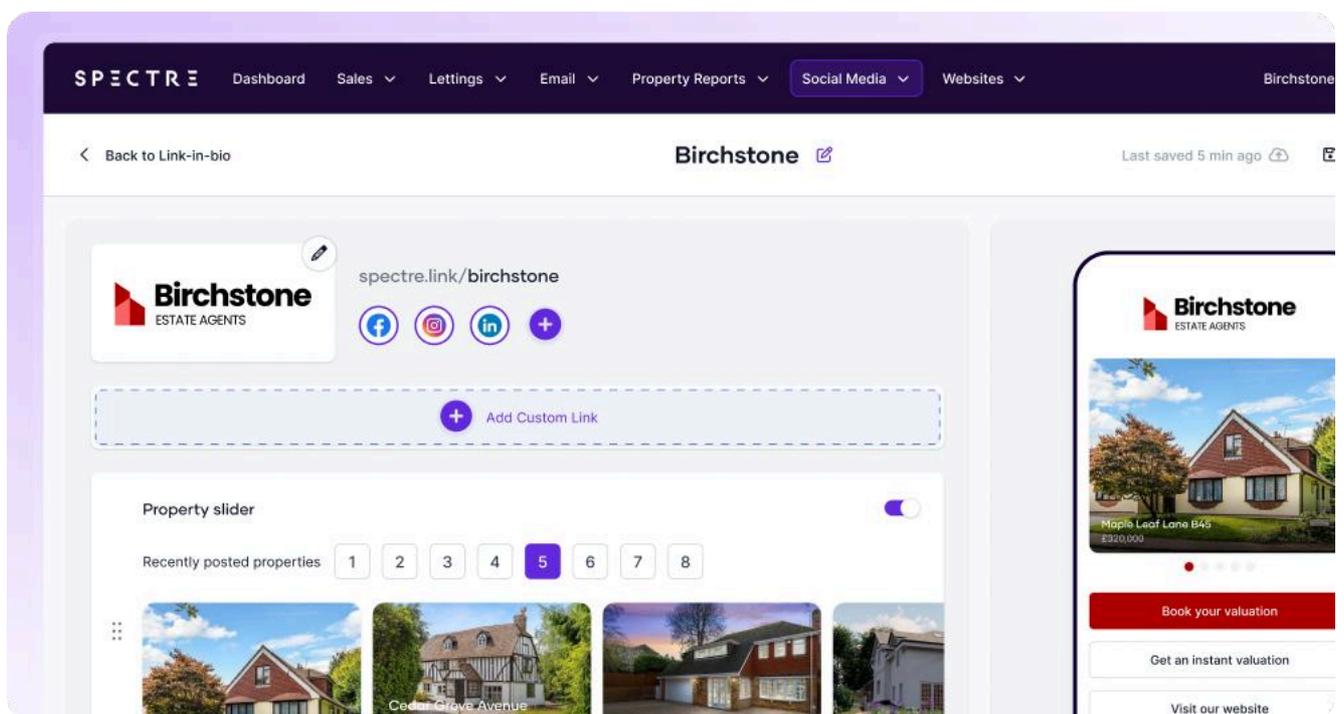
Instagram's bio section is limited to 150 characters, so make it count. Clearly state who you are, what you offer, and include a call to action. For example, "Helping Londoners find their dream home. DM us to arrange a viewing!"

Link in bio

Since Instagram only allows five clickable links in your bio, prioritise links your audience will be most interested in. You can direct followers to your latest listings, a blog post, or a lead capture form. Consider using a tool like **Spectre Social** that provides a built-in link builder tool.

Highlights

Instagram Stories Highlights allow you to keep important content accessible on your profile. Create highlights for categories such as "New Listings" "Vendor Testimonials" and "Home Tips" to showcase your best content.



LinkedIn

Page Name

Your page name should match your business name exactly to maintain brand consistency and make it easy to find in search results.

Logo and cover image

Upload your company logo as the profile image so it aligns with your Facebook and Instagram branding. For the cover image, use a clean, professional design that reflects your brand - this could include a strong property image, a value proposition, or a short tagline that explains what sets your agency apart.

About section

LinkedIn's "About" section allows more detail than other platforms, so use this space to clearly explain who you are, the areas you cover, and the services you offer. Focus on credibility and expertise, and include relevant keywords such as your location and specialisms to improve discoverability.

Contact details and links

Ensure your website, email address, and phone number are clearly visible. LinkedIn users often visit profiles with business intent, so make it easy for landlords, developers, and potential partners to get in touch.

Page buttons and features

Choose an appropriate call-to-action button such as "Visit Website" or "Contact Us." Encourage team members to link their personal profiles to the company page to increase visibility and build trust through real people behind the brand.

The Perfect Facebook Profile.

Profile picture

Helps profile visitors recognise your brand.



Introduction

Your chance to communicate your agency to profile visitors.

Birchstone Estate Agents
13K likes • 16K followers

Intro

Proudly getting the North West moving since 1983.

Page · Estate Agents

11-13 Spear Street, Manchester

0161 123 456

enquiries@birchstone.co.uk

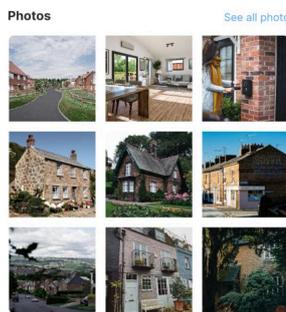
birchstone.co.uk

8:00 AM - 6:00 PM

Rating · 4.8 (48 Reviews)

Photos

A mix of active listings, community engagement and behind-the-scenes content.



Cover photo

Your shop window and first impression to a profile visitor.



CTA button

A way to encourage visitors to your website.

Posts

Birchstone Estate Agents
February 6

Introducing a newly available property! 🏡

This move-in ready home is located on a tranquil street, conveniently situated near the...

offers over £435,000

3 bed - 2 bath
Oakridge Drive M15

Posts feed

Your posts all in one place.

Jessica Walsh, David Carson and 32 others

2 comments 2 shares

Like Comment Share

Write a comment...

View more comments

The perfect Facebook profile setup.

i Profile picture

Use your logo: Your profile picture should be your agency's logo to maintain brand consistency. Ensure the image is high-resolution and recognisable, even when scaled down.

Optimal size: Facebook recommends a profile picture size of **170 x 170 pixels** on desktop and **128 x 128 pixels** on smartphones. Make sure the image is clear and centred.

ii Cover photo

Showcase your brand: The cover photo is your digital branch window. Use it to highlight your brand, showcase your team or your physical branch.

Optimal size: The recommended size for a cover photo is **820 x 312 pixels** on desktop, **640 x 360 pixels** on mobile. Ensure the image is high-quality and visually appealing on both desktop and mobile devices.

iii Bio/About section

Concise and informative: Clearly state who you are, what services you offer e.g. Sales & Lettings, and your unique selling points. Include keywords relevant to your area and expertise to improve searchability.

Contact information: Facebook recommends a profile picture size of **170 x 170 pixels** on desktop and **128 x 128 pixels** on smartphones. Make sure the image is clear and centred.

Continued on the next page...

v

Call to Action (CTA) button

Choose the right CTA: Facebook allows you to add a CTA button like "Contact Us," "Send Message," or "Sign Up." Select the CTA that aligns with your goals—whether it's generating instructions or encouraging website visits.

vi

Story highlights

Organised and branded: Use story highlights to keep important content accessible. Create highlights for categories such as "New Listings," "Client Testimonials," and "Market Insights," and design custom covers that align with your brand colours.

The Perfect Facebook Post.

Caption

The text that explains or adds context to a post.



Hashtags

Helps users find posts on specific topics.



Reactions

Different emoji options expressing varied emotions.



Birchstone Estate Agents

1h · 🌐



Introducing a newly available property! 🏠🌟

This move-in ready home is located on a tranquil street, conveniently situated near the park and Metrolink station. It features contemporary decor,...



offers over
£435,000

3 bed - 2 bath
Oakridge Drive M15

👍👎👉 188

85 comments 72 shares



Like



Comment



Share

Call to action

Encourages users to take a specific action.



Visuals

Images or videos used to enhance a post.



Engagement

Interactions with a post, such as likes, comments & shares.



The perfect Facebook post.

i

Visuals

High-quality images or videos: The visual element is the most important part of your post. Use high-resolution images or professionally shot videos to showcase properties. Ensure the visual is clear, well-lit, and appealing.

Optimal size: The recommended size for content on Facebook is:

- **Shared image (post):**

Recommended size is **1200 x 630 pixels**.

- **Shared video:**

Recommended resolution is **1080p** (full HD).

Aspect ratios of **16:9** (landscape) are commonly used.

- **Facebook stories:**

Recommended size is **1080 x 1920 pixels** (9:16 aspect ratio).

ii

Captions

Engaging and informative: Write a compelling caption that provides context and invites engagement. Use a mix of short, snappy sentences and key details about the property or offer.

Use emojis and line breaks: Emojis can make your post more visually appealing and help break up text. Use line breaks to make longer captions more readable.

Continued on the next page...

iii

Call to Action

Encourage interaction: End your post with a clear CTA. Whether it's "Book a viewing today!" or "Comment below with your dream home feature", a good CTA drives engagement and encourages users to take the next step.

iv

Hashtags

Use sparingly: Unlike Instagram, where hashtags are widely used, Facebook posts should include 1-3 relevant hashtags. Use location-specific hashtags and a branded hashtag to increase discoverability.

The Perfect Instagram Profile.

Username
Helps profile visitors recognise your brand.

Bio
Your chance to communicate your agency to profile visitors.

Highlights
A mix of active listings, community engagement and behind-the-scenes content.

Followers
Subscribing to an account to see its posts and updates.

Posts Feed
Your posts all in one place.

Profile Details:
birchstone
156 Posts | 2,987 Followers | 475 Following
Birchstone Estate Agents
Real Estate
Proudly getting the North West moving since '83 🏠
#birchstone #estateagent #moving
<https://spectre.link/birchstone>
Followed by spectre, street.co.uk and 15 others
Following | Message

Highlights:
Property Tours | Buyer Tips | Behind the Scenes

Posts Feed:
To let! 1 Maple Arch Manchester, M4
2 Bedroom | 2 Bathroom | 2 Reception
Property Tour 38 West Street
★★★★★ "A personal touch that made all the difference..."
Watch the full review!

The perfect Instagram profile setup.

i Profile picture

Brand consistency: Like on Facebook, your Instagram profile picture should be your logo. This ensures brand consistency across platforms.

Optimal size: Instagram profile pictures are displayed at **110 x 110 pixels**, but they should be uploaded at **320 x 320 pixels** to ensure quality.

ii Bio

Clear and compelling: You have 150 characters to convey who you are and what you do. Make it count. Include a brief description, your location, and a strong CTA, such as “Schedule a Viewing” or “View Properties”.

iii Contact information

Easy to access: Ensure your contact information is easily accessible. Use Instagram’s business profile features to add a contact button for direct email, phone calls, or directions to your office.

iv Story highlights

Organised content: Just like on Facebook, use story highlights to categorise your content. Consider creating highlights for “Property Tours,” “Buyer Tips,” and “Behind the Scenes.” Customise the highlight covers with icons or images that align with your brand identity.

The Perfect Instagram Post.

Username
Helps profile visitors recognise your brand.

Visuals
Images or videos used to enhance a post.

Likes
Allows users to engage with posts.

Caption
The text that explains or adds context to a post.

The perfect Instagram post.

i Visuals

Aesthetic and high-quality: Instagram is all about visuals. Your image or video should be well-composed, well-lit, and of high quality. Consider using filters or editing tools to enhance the visual appeal, but keep it natural.

Optimal size: The recommended size for content on Instagram is:

- **Image posts:**

Square images: **1080 x 1080 pixels** (1:1 aspect ratio).

Portrait images: **1080 x 1350 pixels** (4:5 aspect ratio).

Landscape images: **1080 x 566 pixels** (1.91:1 aspect ratio).

- **Video posts:**

Square: **1080 x 1080 pixels** (1:1 aspect ratio).

Portrait: **1080 x 1350 pixels** (4:5 aspect ratio).

Landscape: **1080 x 608 pixels** (1.91:1 aspect ratio).

- **Instagram stories**

Recommended size: **1080 x 1920 pixels** (9:16 aspect ratio).

- **Instagram reels:**

Recommended size: **1080 x 1920 pixels** (9:16 aspect ratio).

Continued on the next page...

ii

Captions

Short and sweet: Instagram captions should be concise but engaging. Start with a hook to grab attention, provide key details, and end with a CTA.

Hashtags: Instagram allows up to 30 hashtags, but it's best to use 5-10 well-researched, relevant hashtags. Include a mix of popular, niche, and location-specific hashtags to maximise reach.

iii

Call to Action

Drive engagement: Encourage users to take action with a CTA, such as “Double-tap if you love this kitchen!” or “Visit our bio link to see more.” Instagram is highly interactive, so a good CTA can significantly boost engagement.

iv

Geotagging

Increase local reach: Always geotag your posts with the property's location or your agency's location. This makes your post discoverable to users searching for content in that area.

v

Story integration

Promote your post in stories: Share your latest post to your Instagram Story to increase visibility. Add interactive elements like polls or links to drive further engagement.

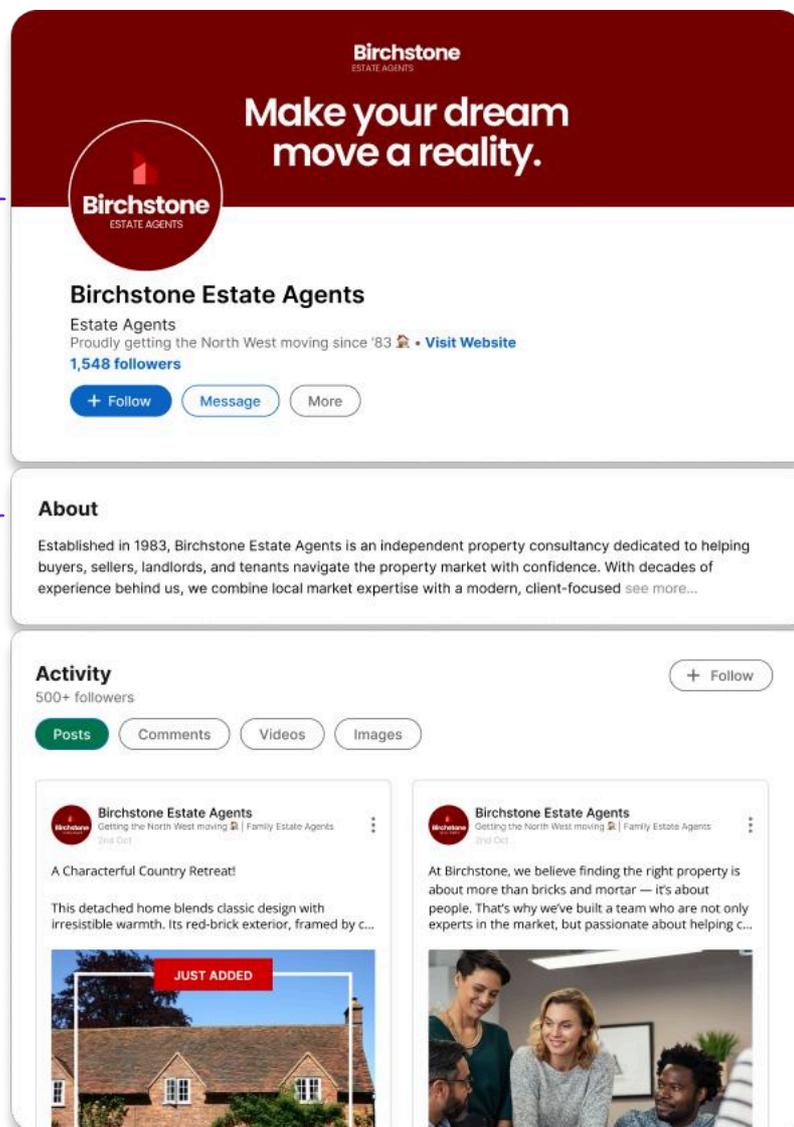
The Perfect LinkedIn Profile.

Profile Picture

Helps profile visitors recognise your brand.

About Section

Your chance to communicate your agency to profile visitors.



Cover Photo

Reinforces brand and highlights services.

CTA button

A way to encourage visitors to your website.

The perfect LinkedIn profile setup.

i Profile picture

Use your logo: Your profile picture should be your agency's logo to maintain brand consistency. Ensure the image is high-resolution and professional, as LinkedIn is a credibility-focused platform.

Optimal size: LinkedIn recommends a profile image size of **400 x 400 pixels**. Make sure the logo is centred and clearly visible when displayed in a circular frame.

ii Cover photo

Professional and Branded: The cover photo should reinforce your brand and value proposition. Use it to highlight your services, showcase your team, or communicate a key message such as your local expertise or specialisms.

Optimal size: The recommended size for a LinkedIn cover photo is **1584 x 396 pixels**. Ensure text and logos are kept within safe margins so they are not cropped on different devices.

iii About section

Clear and authoritative: Clearly explain who you are, what services you offer e.g. Sales & Lettings, and the areas you cover. Position your agency as knowledgeable and trustworthy, focusing on experience and results.

Keywords and contact details: Include relevant industry and location keywords to improve search visibility. Add your website link and contact information so potential clients and partners can easily reach you.

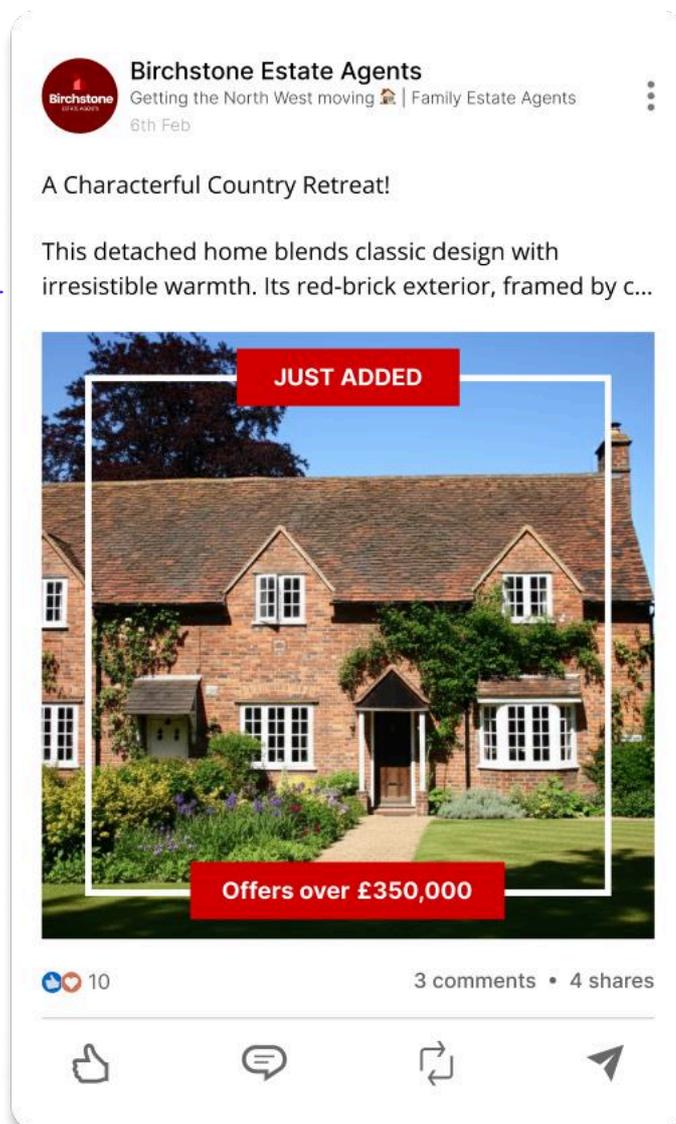
v Call to Action (CTA) button

Encourage next steps: LinkedIn allows CTA buttons such as "Visit website" or "Contact us." Choose the option that best supports your business goals, whether that's driving traffic or generating enquiries.

The Perfect LinkedIn Post.

Caption

The text that explains or adds context to a post.



Hashtags

Helps users find posts on specific topics.

Visuals

Images or videos used to enhance a post.

The perfect LinkedIn post.

i

Visuals

Professional and high-quality visuals: LinkedIn users expect polished, professional content. Use high-quality images or videos that showcase your expertise, market insights, or your team. Ensure visuals are well-lit, clear, and on-brand.

Optimal size: The recommended size for content on LinkedIn is:

- **Shared image (post):**

Recommended size is **1200 x 627 pixels**.

- **Shared video:**

Recommended resolution is **1080p** (Full HD).

Square **(1:1)** and landscape **(16:9)** formats perform well.

ii

Captions

Insightful and value-led: Write captions that educate, inform, or provide useful insight. LinkedIn performs best with content that demonstrates expertise, such as market updates, industry trends or advice for portfolio landlords, developers, potential referral partners and more.

Use spacing for readability: Break text into short paragraphs or bullet points to make posts easy to scan, especially on mobile.

Continued on the next page...

iii

Call to Action

Encourage conversation: End your post with a clear CTA, such as “Get in touch to discuss your property plans” or “Comment with your thoughts below.” LinkedIn favours engagement-driven content.

iv

Hashtags

Use strategically: LinkedIn posts perform best with 3–5 relevant hashtags. Use a mix of industry hashtags, location-based hashtags, and a branded hashtag to increase reach and discoverability.

Building Your Brand Identity Online.

A strong, consistent brand identity is crucial for making a lasting impression on social media. It's how people recognise and remember your agency.

Establishing brand voice and tone.

Your brand voice should be a reflection of your agency's personality. Are you formal and professional, or do you prefer a more casual and friendly tone? Consistency is key - your tone should remain consistent across all posts, comments, and messages.

Visual branding.

Your visual content should be instantly recognisable as your brand. Use consistent colour schemes, fonts, and imagery across both Facebook and Instagram. This not only strengthens your brand identity but also helps you stand out in a crowded feed. You might choose to use templates for your posts, within **Spectre Social** there are a range of branded posting templates for both platforms.

Content pillars.

Define a few key topics or themes that will be the foundation of your content strategy.

For example, your content pillars might include:



Property Listings

Showcasing your stock that's for sale or let.



Local Community

Highlighting local businesses, events, and amenities.



Estate Agency Tips

Sharing advice on buying, selling or letting a property.



Market Insights

Showcasing local area knowledge

These pillars ensure that your content is diverse yet consistently aligned with your brand.

Creating A Social Media Content Calendar.

A content calendar is essential for maintaining consistency and ensuring that your posts are aligned with your goals. It helps you plan what to post, when to post, and how often.

Importance of planning.

By planning your content in advance, you can ensure that you're consistently delivering value to your audience. It also allows you to coordinate campaigns, such as new listings, your website content or seasonal activity.

Tools and templates for scheduling posts.

There are several tools available that can help you manage your social media content. Tools like **Spectre Social** allow you to schedule posts in advance, ensuring you maintain a consistent posting schedule, even during busy periods.

Balancing content types.

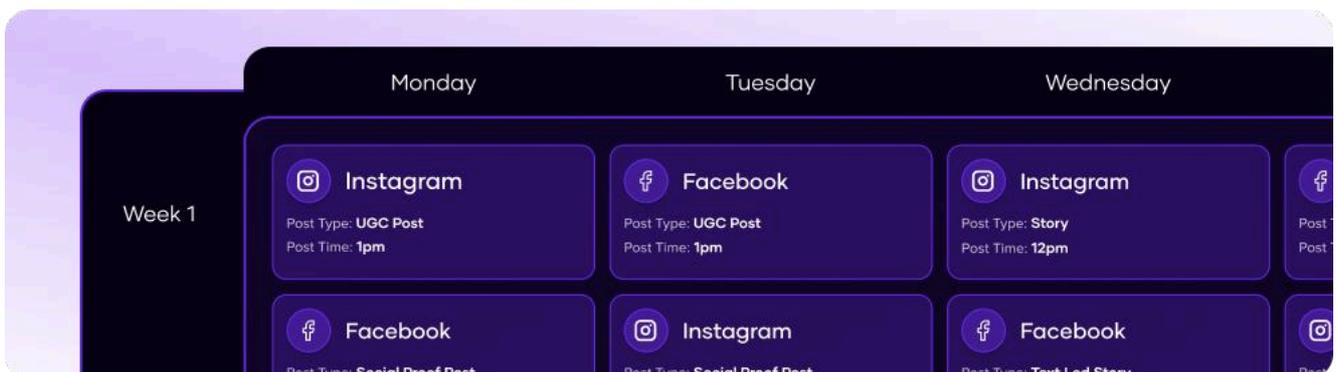
Your content calendar should include a mix of posts that align with your content pillars. For instance, you might plan to post a new listing on Monday, a local community spotlight on Wednesday, and an estate agency tip on Friday. This variety keeps your audience engaged and interested.

Incorporating user-generated content.

Encourage your followers to share their experiences with your agency and their new homes such as their welcome boxes, branded keyrings or simple posts. Reposting user-generated content not only fills your content calendar but also builds community and trust.

Incorporating employee-generated content (LinkedIn).

In addition to brand-owned posts, your content calendar can include space for employee-generated content on LinkedIn. This might involve prompting team members with suggested themes or talking points each month, such as market updates or local insights. While employee posts don't need to be scheduled in the same way, planning around key topics helps ensure consistency and alignment with wider campaigns.



Chapter 3

Content Strategy And Types.

Creating a successful social media presence isn't just about being active; it's about being strategic. In this chapter, we'll explore how to develop a content strategy tailored to your estate agency, and we'll dive into the different types of content that resonate most with your audience.

What you'll learn:

- ✓ The Different Types Of Content.
- ✓ The Power Of Visual Content.
- ✓ The Role Of Storytelling In Estate Agency.
- ✓ User-Generated Content And Its Impact.
- ✓ The Role Of Educational Content.
- ✓ Employee Generated Content (Linkedin).

The Different Types Of Content.

When it comes to social media, variety is key.

Different types of content serve different purposes, and understanding these can help you create a well-rounded content strategy.

Here are some of the most effective types of content for estate agents:

Images and photos.

Visual content is the cornerstone of social media, especially on platforms like Instagram. High-quality images of properties, local areas, and community events are crucial. Consider showcasing your listings with professional photography that highlights the unique features of each property.

Text posts and captions.

While visuals are vital, well-crafted text posts or captions can also play an important role. Use them to share industry insights, market updates, or advice for buyers and sellers. Engaging captions and thoughtful commentary can spark conversations and encourage your audience to interact with your content.

Videos.

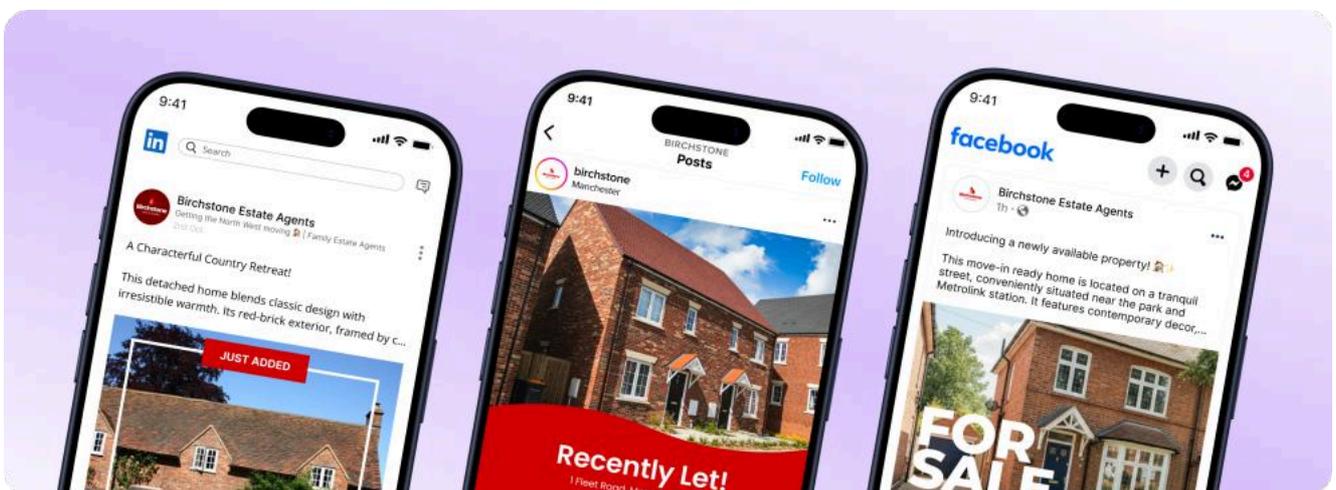
Video content has become increasingly popular and is a powerful way to engage your audience. From property tours to vendor testimonials, videos offer a dynamic way to convey information and build a connection with your viewers.

Use Instagram Reels and Stories to share quick, engaging content. Reels can be used to highlight unique property features, while Stories are great for more informal, day-to-day updates. Include interactive elements like polls, questions, and links to drive engagement.

Carousel Posts.

Carousel-style posts are highly effective on LinkedIn for sharing insightful and educational content. They encourage users to spend more time engaging with your post, which can significantly improve reach and visibility.

Carousel posts work particularly well for breaking down complex topics into digestible slides, such as market insights, yield comparisons, portfolio case studies, development updates, or step-by-step guides for landlords and investors. Keep each slide focused on a single idea, use clear headlines, and ensure the design is clean and professional to reflect LinkedIn's business-focused audience.



The Power Of Visual Content.

In the property market, visual content is often what catches a potential buyer's eye first.

It's important to present your properties in the best possible light, literally and figuratively.

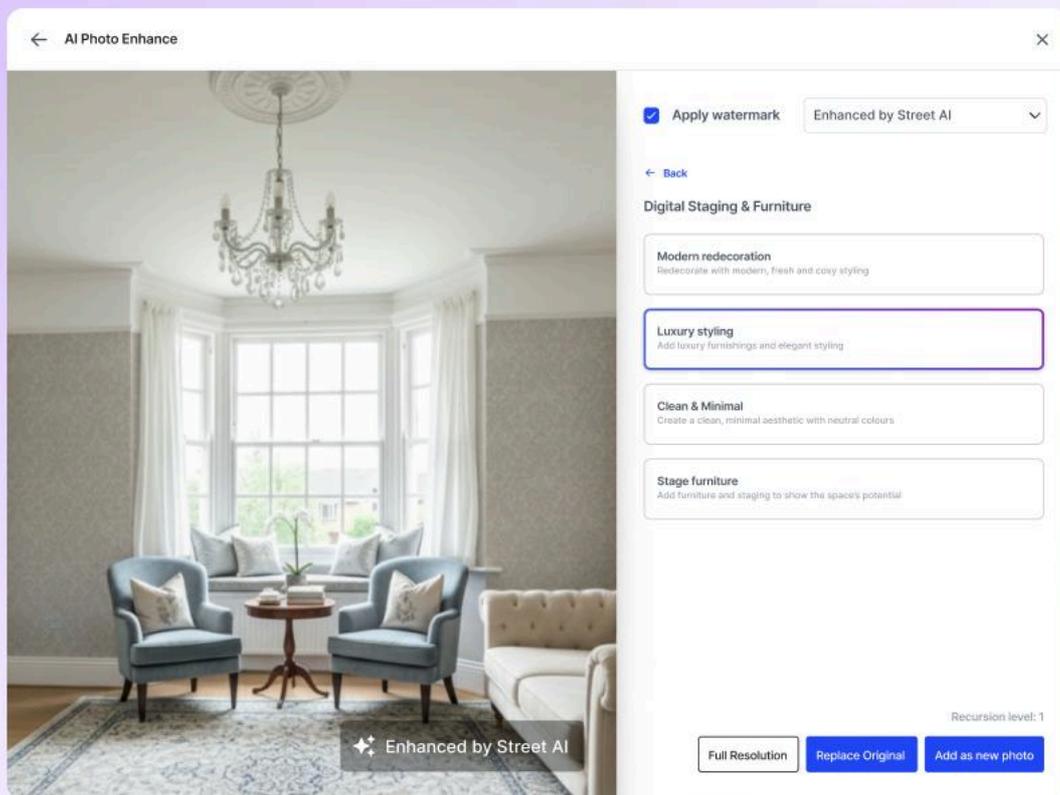
Creating engaging property tour videos.

Video tours offer a more immersive experience than photos alone, we know video performs well on social media and some agents are adopting video already. These can be simple walkthroughs or more elaborate productions that include drone footage or commentary.

Ensure that your videos are clear, concise, and highlight the key features of the property. Instagram Reels and Facebook Stories are ideal for sharing these tours in a more casual, engaging format.

Photography tips for estate agents.

When photographing properties, focus on capturing the space in a way that feels inviting and spacious. Use natural light wherever possible, and consider using [AI tools](#) to enhance photos if they don't come out how you expected.



The Role Of Storytelling In Estate Agency.

Storytelling is a powerful tool in marketing, and it's particularly effective in the estate agency industry, where buying a home is as much an emotional decision as a financial one.

Writing compelling captions and stories.

Use your captions to tell a story about each property or the people who live in the communities you serve. Instead of just listing features, describe what it would feel like to live in the home. Paint a picture of a lifestyle, not just a property.

Showcasing success stories and vendor testimonials.

As we touched on earlier, sharing stories from satisfied vendors can build trust and credibility. These stories not only highlight your success but also make your audience feel more connected to your brand.

User-Generated Content And Its Impact.

User-generated content (UGC) is content created by your customers and followers.

UGC is one of the most authentic forms of content you can share, as it comes directly from those who have experienced your services.

Encouraging and curating UGC.

Encourage your vendors or buyers to share experiences with your agency or photos of their new homes on social media post-sale. You can incentivise this through competition or simply asking them to tag your agency in their posts.

When someone tags you, share their post on your own profiles (with permission). This not only fills your content calendar but also builds a sense of community and trust.

Building relationships through UGC.

Engaging with UGC shows that you value your vendors and their stories. It creates a feedback loop where vendors feel appreciated, and potential vendors see real-life examples of your work. This type of content is especially effective on Instagram, where visual storytelling is key.



The Role Of Educational Content.

Educational content helps position you as an expert in your field. By providing valuable information, you can build trust and keep your audience engaged.

Providing value through market insights.

Regularly share updates on the property market, including trends, forecasts, and analysis. This could be in the form of blog posts shared on Facebook, infographics, or short video explainers on Instagram.

Sharing tips and advice.

Offer tips for first-time buyers, advice on selling a home, or guidance on property investment. Educational content is not only useful and positions your agency as an expert but also highly shareable, helping you reach a wider audience.

Employee Generated Content (Linkedin)

Employee-generated content (EGC) is content shared by your team on their own LinkedIn profiles. This could include market insights, behind-the-scenes moments, local knowledge, or commentary on industry trends. On LinkedIn in particular, content shared by individuals often reaches a wider audience than posts from company pages.

Why EGC works on LinkedIn

LinkedIn prioritises personal profiles in its algorithm, meaning posts from individuals are more likely to be seen, engaged with, and trusted. For estate agencies, this is especially powerful as the business is built on relationships, reputation, and local expertise

What type of content employees should share

Encourage staff to post content that demonstrates knowledge and personality, such as commentary on local market conditions, lessons learned from a recent instruction, reflections on industry news, or celebrating team and client successes. This helps position your agency as credible while keeping the content authentic and human.

Balancing brand and individuality

While employee posts should feel personal, they should still align with your agency's values and messaging. Providing light guidance on tone, topics, and brand do's and don'ts helps maintain consistency without making posts feel scripted.

Sarah Lee
Senior Sales Negotiator - Birchstone Estate Agents 🏡
17th Feb

Delighted to have just completed on a fantastic property in the heart of Westbury Park and even more pleased to have achieved over the asking price!

From launch to exchange in just 12 days, this sale is a great example of how strong demand currently is for quality family homes in the area. We saw mul...

👍❤️ 200 3 comments • 4 shares

Birchstone Estate Agents
Getting the North West moving 🏡 | Family Estate Agents

Fantastic result and a great example of the demand we're seeing in Westbury Park right now. Brilliant work 🏡

Likes 👍❤️ 12 | Reply 7

Chapter 4

Best Practices For Posting

What you'll learn:

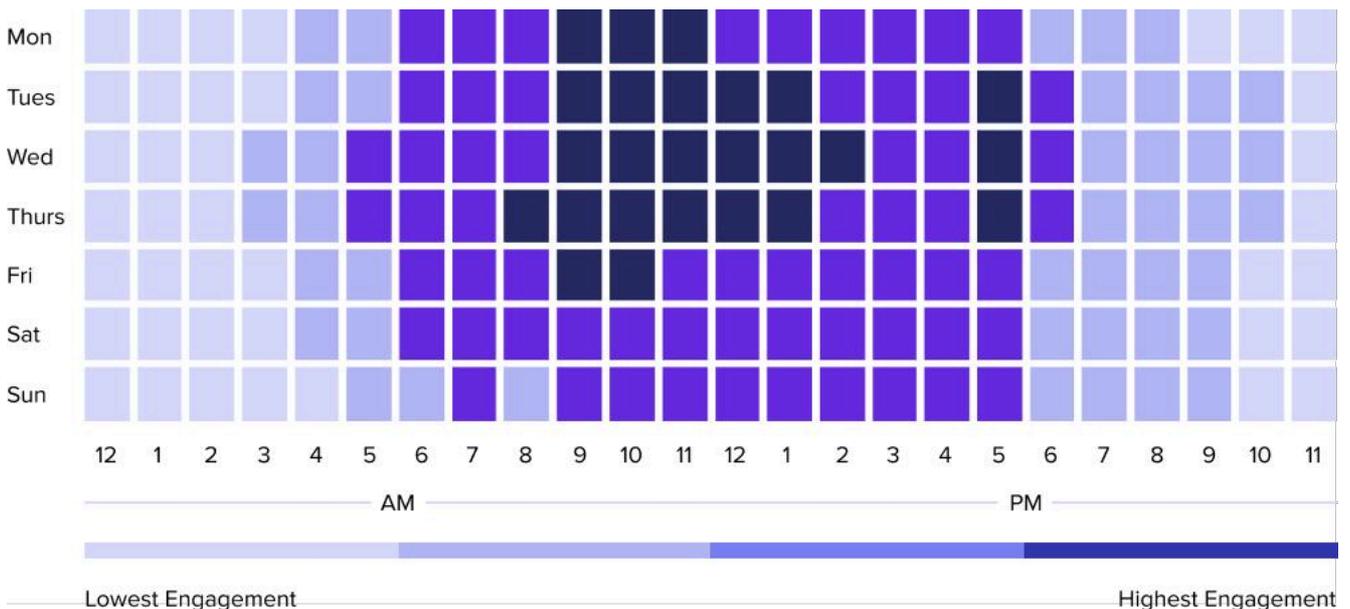
- ✓ Optimal Posting Times For Estate Agents.
- ✓ Frequency And Consistency.
- ✓ Hashtag Strategies.
- ✓ Crafting A Clear Journey.

Optimal Posting Times For Estate Agents.

Understanding when your audience is most active on social media is key to maximising the reach and engagement of your posts. While the best times can vary depending on your specific audience, there are general guidelines you can follow.

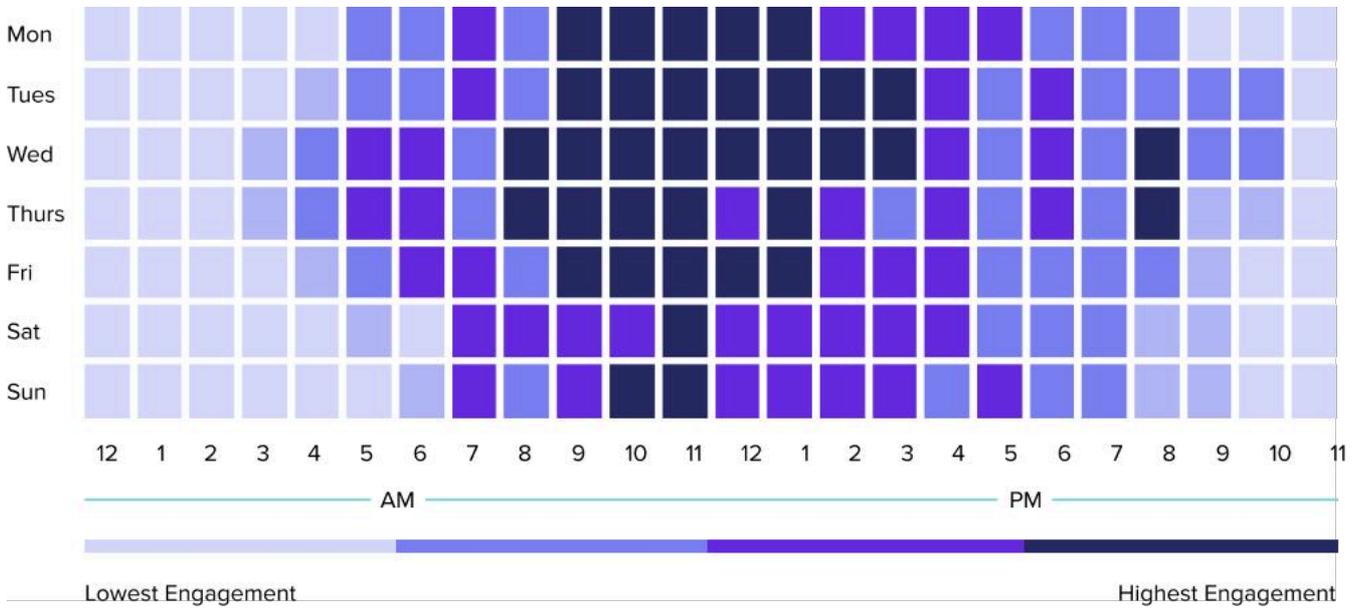
Facebook

Research suggests that the best times to post on Facebook are during weekdays, particularly from 9 am to 3 pm. Midweek (Tuesday to Thursday) tends to see the highest engagement.



Instagram

Instagram users are generally most active during lunchtime (11 am to 1 pm) and in the evenings (7 pm to 9 pm). Weekends can also be a good time to post, especially if you're showcasing properties when people have more time to browse.



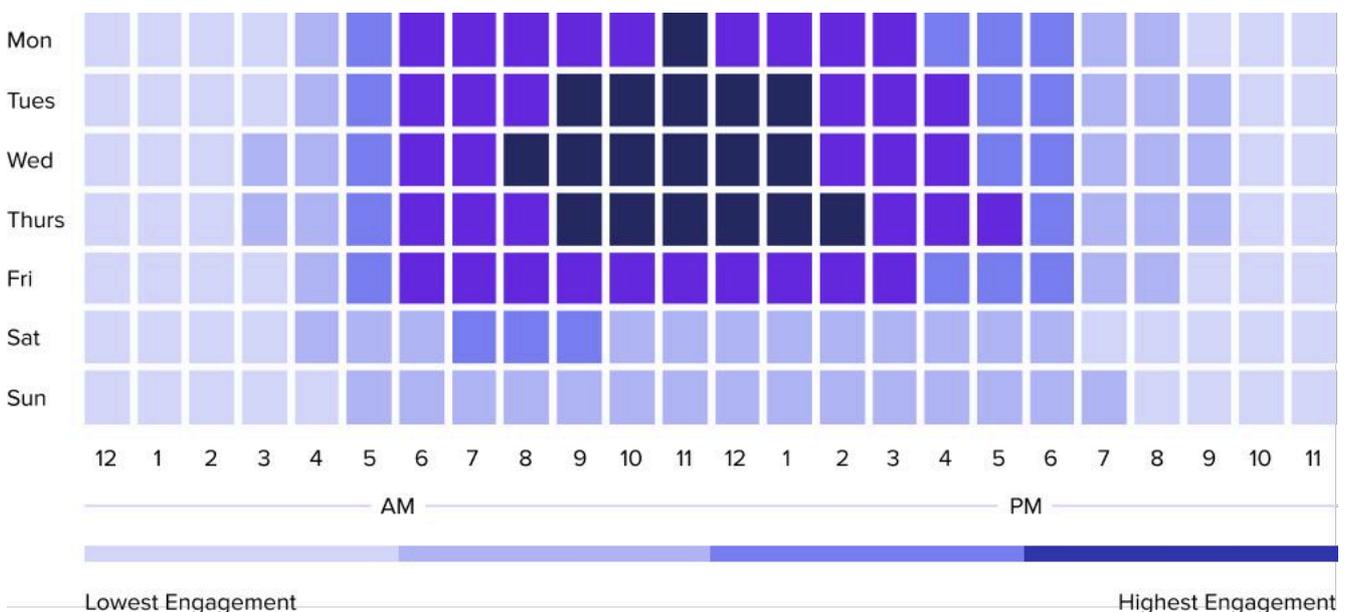
Continued on the next page...

LinkedIn

LinkedIn follows a professional, weekday rhythm, so posting during working hours is essential to maximise reach and engagement. As a platform built around thought leadership and networking, activity is highest mid-week, with Tuesdays to Thursdays consistently delivering the strongest performance for Company Pages.

Engagement peaks at the start of the day (around 8am) and again around lunchtime, particularly on Wednesdays and Thursdays. Tuesdays and Fridays offer a wider window of steady engagement, typically from early morning through to early afternoon (around 7am–2pm).

Evenings and weekends see significantly lower activity and are generally the least effective times to post on LinkedIn.



Remember...

These are general trends. Monitoring your own posts' performance through Facebook and Instagram insights will give you a clearer picture of what works best for your audience.

Frequency And Consistency.

How often should you post? The answer varies depending on your capacity and audience, but the key is consistency. Regular posting helps keep your brand top of mind without overwhelming your followers.

Facebook

Posting **3-5 times per week** is a good starting point. This frequency allows you to stay active without spamming your followers' feeds. Focus on quality over quantity—each post should provide value to your audience.

Instagram

On Instagram, you can aim to post **3+ times per week**. This platform is more visual and can handle a higher posting frequency, especially with Stories, which disappear after 24 hours. Use Stories to keep your audience engaged daily without the need for constant in-feed posts.

LinkedIn

For consistency and reach, aim to post 2–3 times per week. You can further extend visibility by encouraging team members to reshare posts and by mixing in thought leadership content alongside property or business updates.

Post now or later ×

What would you like to do?

 **Post now**
This will post immediately to all your selected accounts

 **Schedule post**
This will allow you to set a specific time and date for your post to be published

< **January** >

M	T	W	T	F	S	S
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31	1	2	3	4	5	6

12 ▾ : 00 ▾ GMT

Cancel Schedule post

Hashtag Strategies.

Hashtags are a powerful tool for increasing the visibility of your posts, especially on Instagram. They help categorise your content and make it discoverable by users who don't already follow you.

Choosing the right hashtags.

Use a mix of popular and niche hashtags to maximise reach. For example, #RealEstate might be popular, but it's highly competitive and can have US only focus. Pair it with more specific hashtags like #LondonHomes or #FirstTimeBuyer to target a more relevant audience.



Branded hashtags.

Create a branded hashtag unique to your agency, such as #BirchstoneProperties. Encourage vendors to use this hashtag when sharing their experiences with your agency. This not only builds brand recognition but also aggregates user-generated content in one place.

Using hashtags on Facebook.

While hashtags are less prevalent on Facebook, they can still be useful for categorising content. Use them sparingly—one or two per post is usually sufficient.

Using hashtags on LinkedIn

Hashtags play an important role in helping LinkedIn distribute your content to the right professional audience. Use 3–5 relevant hashtags per post, focusing on a mix of industry-specific, location-based, and branded hashtags. Placing hashtags at the end of the post keeps the copy clean while still improving discoverability.

Crafting A Clear Journey.

Creating a successful social media post involves more than just hitting “publish.” **Here’s how to craft posts that engage and convert:**

Call to Action (CTA).

Always include a CTA, whether it’s asking followers to like, share, or visit your website. CTAs guide your audience towards the next step, whether it’s contacting you or simply engaging with the post.

Tagging and Geotagging.

On Instagram, tag relevant accounts (such as vendors, collaborators, or local businesses) to increase the post’s reach. Geotagging your posts with the property’s location can help attract local followers who are interested in the area.

Chapter 5

Advanced Strategies For Estate Agents.

What you'll learn:

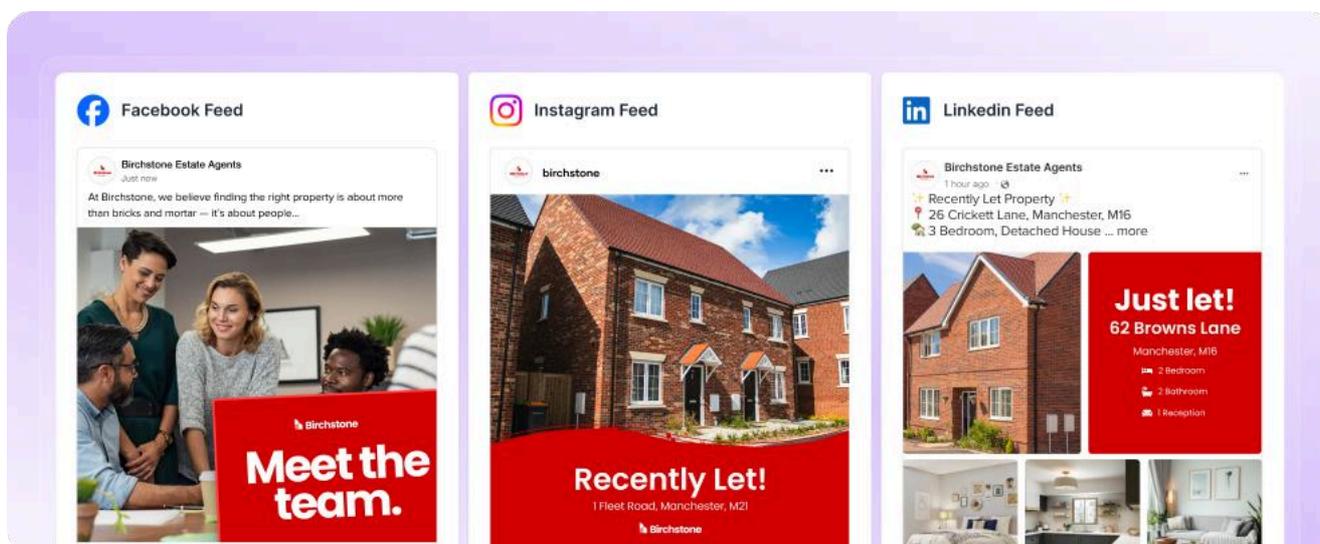
- ✓ Social Media Automation Tools.
- ✓ Advanced Analytics And Reporting.
- ✓ Social Listening: Staying Ahead Of Trends.

Social Media Automation Tools.

As your social media efforts grow, so does the need for efficiency. Automation tools can help streamline your posting and engagement processes.

Streamlining your social media efforts.

Social media tools allow you to schedule posts in advance, manage multiple accounts, and monitor engagement all in one place. Automation ensures that your content goes out consistently, even during your agency's busy periods.



Advanced Analytics And Reporting.

To continually improve your social media strategy, it's essential to dive deep into analytics and understand what's working and what's not.

Understanding insights and analytics.

Facebook, Instagram and LinkedIn offer detailed insights into post performance, audience demographics, and engagement. Use these analytics to identify trends, optimise your content, and refine your strategy.

Tracking the right metrics.

Focus on metrics that align with your goals, such as engagement rate, follower growth, website traffic, and instruction generation. Regularly reviewing these metrics will help you make informed decisions and adjust your strategy as needed.

Social Listening: Staying Ahead Of Trends.

Social listening involves monitoring social media channels for mentions of your brand, competitors, and industry trends. This helps you stay ahead of the curve and respond to opportunities or challenges in real time.

Using social listening tools.

Tools can help you track conversations and sentiment around your brand and the property market. This information can guide your content strategy, customer service efforts, and marketing campaigns.

As the property market continues to evolve, so must your approach to reaching and engaging with prospective vendors. Social media has become an indispensable tool in the modern estate agent's toolkit, offering opportunities to showcase properties, build relationships, and **grow your brand**.

By implementing the strategies and insights shared in this guide, you'll be well on your way to mastering the art of social media marketing. Remember, consistency, creativity, and a genuine connection with your audience are the keys to **long-term success**.

The Ultimate Social Media Tool For Agents.

With Spectre Social, social media doesn't have to be an afterthought. What was once time-consuming and inconsistent is now streamlined, automated, and effective.



On-brand social posts.

Choose from a wide range of templates, all editable and customised with your branding, so every post is bespoke to your agency.



Automated feeds.

Staying on top of social media can feel tough. Instead, automate the scheduling and posting of your social media, for hands-free success.



Powered by integrations.

Integrated with major CRMs, shouting about your stock and adding images to your posts has never been easier.

All Your Marketing, Connected.

Spectre Social drives business, turning every post into a direct path to valuations, viewings, and new leads. When clients are ready to take the next step, your social media takes them there.

[Book a demo](#)

[See more](#)